

BUY WHITE GOODS
NOW AND SAVE

Daily Store Hours
9 a.m. to 6 p.m.

Hudson's Bay Company
INCORPORATED 2ND MAY 1670.

SEE THE SPECIAL
WINDOW DISPLAYS

Telephone 6141
All Departments

Great Sale of WHITE Starts Monday 9 a.m.

*Dainty Undergarments at prices to start
selling with a rush at 9 a.m. Monday*

*Rare opportunity to save on Garments of
fine quality and perfect workmanship*

Big Group of Women's Gowns

Regular 2.25 and 2.49 **1.49**

- FRENCH GOWNS with hemstitched neck and sleeves. Regular 2.49.
- GOWNS OF FINE CREPE in shades of pink, mauve, lemon, peach and orchid. Regular 2.25.
- FINE WHITE CAMBRIC GOWNS in slip-over style with open front and long sleeves.
- Take your choice in the White Sale at 1.49.

Gowns and Envelope Chemise

Regular 1.49 values **98c**

- FRENCH ENVELOPE CHEMISE with hemstitching and crocheted medallion insert.
- WHITE GOWNS of fine cambric with trimmings of sheer embroidery. Short or no sleeves.
- COLORED GOWNS, bound with contrasting shades. Available in silk, peach, white, lemon, orchid and flesh.
- Take your choice in the White Sale at 98c.

Women's White Gowns, 79c

- Good quality white cotton night gowns in slip-over style with V or round neck and short sleeves. Trimmed with fine embroidery.
- White Sale Price 79c.



Exquisite Hand-Embroidered French Lingerie

Gowns and Chemise Regular 2.98 **1.95** French Gowns Regular 3.98 **2.49** French Gowns Regular 5.98 **3.95**

The prices which we have marked for the White Sale will prove irresistible. When you see and examine these exquisite undergarments you'll want to choose several of them. Finest materials embroidered with all the skill for which the French needlewoman is noted. We advise early selection for busy selling is certain to result.

Think of Buying Women's Broadcloth Bloomers at this price **1.15**

—Full cut, roomy garments with single elastic at waist and knee. Medium and large sizes. Obtainable in shades of mauve, peach, pink, blue, sand and white. Special for the White Sale at 1.15.

Latest Styles in Corsets

Actual Values \$6. \$7. \$8, \$10. Sale **4.95**

- An outstanding attraction from the corset section for the Great White Sale. The better sort of corsets in the most approved styles. Made of fine boned and smooth. Sizes for all figure types. Four or six bone supporters attached. All sizes in the lot. Regular 96 to \$10.
- White Sale Special at 4.95.

Clean-Up of Gowns and Kimonos

Regular 2.49, 2.98, and 3.49 **1.95**

- DOVE NIGHT GOWNS of fine soft crepes and fancy Valles. Shades of pink, peach and orchid. Regular 2.98.
- JAPANESE CREPE KIMONOS with wide sleeves and colored embroidery. Shades of rose, sage and mauve. Regular 2.49 and 3.49.
- FLANNELETTE KIMONOS of fancy patterned flannelette. Straight style or elastic waist line. Shades of rose, sage, navy, helio and mauve. Regular 2.75.
- TAKE your choice in the White Sale at 1.95.

Women's 1.49 and 1.75 Bloomers, 98c

- DOVE CREPE and minkos bloomers in pink only. Regular 1.49 and 1.75. White Sale, special at 98c.
- Second Floor H.B.C.

Now to replenish supplies of Sheets, Sheeting, Pillow Cottons, Bed Spreads, Lingerie Cottons, etc.

Colossal Savings in White Cottons

With mountainous stocks of high grade cottons—with surpassing values—with extra space on second floor and extra sales-people—we commence, at 9 o'clock on Monday morning, the greatest value-giving sale of white cottons in Edmonton's history. Come with the crowds. Supply present requirements. Buy for the future. Read the following:

English and Canadian Sheeting

- All Sheeting Hemmed Free of Charge During the White Sale.
- 1,000 YARDS of medium weight, full bleached Domestic Sheeting, 70 inches wide, White Sale, yard **39c**
- 2,500 YARDS "Our Leader" Bleached English Sheeting. A quality well known to our regular customers. 70 inches wide. Regular 85c yard. White it lasts, per yard **69c**
- 2,000 YARDS heavy round thread "Queen's Household" Bleached Sheeting—the super quality, 72 inches. Regular \$1.10 yard. White Sale, per yard **95c**
- 500 YARDS of fine, soft Twill Bleached Sheeting. English make, 72 inches wide. Regular \$1 yard. White Sale, per yard **69c**
- 1,000 YARDS of sturdy, Unbleached Sheeting. A fine even weave. Superior quality. 80 inches wide. Regular 75c yard. White Sale, per yard **59c**

Sheeting and Pillow Cottons HEMMED FREE

During the White Sale. Order early.
All orders executed in turn.

25c English Cotton Yard 20c

- A STURDY full bleached, White English Cotton, 36 inches wide. Excellent value at 25c yard. White Sale special, yard **20c**

50c Lingerie Cloth Yard 39c

- THE POPULAR LINGERIE CLOTH—White Tarnulle, 40 inches wide. Sold regularly at 50c yard. White Sale, yard **39c**

Hemmed Sheets Each \$1

- 1,200 FULL BLEACHED White cotton Bed Sheets. Hemmed and ready for use. Full double bed size. Special White Sale pricing, of each **\$1**

Hemmed Sheets Pair 4.95

- HIGH-GRADE Superfine, Irish Made Cotton Bed Sheets. Smooth linen-like finish. Large size 80x90 inches. Regular 5.75. White Sale Special, per pair **4.95**

35c Lingerie Cotton, 27c

- SUPERFINE SOFT Lingerie Finish Trouseau Cloth, for dainty underclothing. 40 inches wide. Regular 35c yard. White Sale Special, per yard **27c**

Towels at 15% to 35% Off

- INCLUDED in the Great White Sale are 5,000 White Turkish Towels at 15% to 35% off the regular values.
- WHITE TERRY TOWELS—Useful size, 18x36 inches. White Sale Special, each **19c**
- WHITE CLOSE nap, English Terry Towels, 22x35 inches. Values 45c and 50c. Special, each **35c**
- HEAVY NAP English Terry Towels. Hemmed ends. Size 24x44 inches. Regular 85c each. White Sale Special, each **69c**
- WHITE ENGLISH TERRY TOWELS—Your choice of white or red borders, 24x50 inches. Regular \$1 each. White Sale, each **79c**
- FINE FULL BLEACHED TERRY TOWELS. Hemmed ends. Size 27x50 inches. Regular 1.25 each. White sale, each **98c**
- LARGE SIZE superfine quality, close nap Turkish Towels. Size 28x49 inches. Excellent value at 1.50 each. White Sale, each **1.19**
- SUPERFINE WHITE TERRY TOWELS with colored novelty stripes. Pleasing designs. 23x42 inches. Regular 1.39 each. White Sale, each **1.10**

Savings in White Quilts

- SUPPLY YOUR requirements for now and the coming season with White Bed Quilts at White Sale Price Savings.
- 50 ONLY, heavy quality White Kinkie Bed Quilts. They require no ironing. Size 72x90. Regular 3.35. White Sale **2.59**
- WHITE DAMASK BED QUILTS—A splendid quality. Hemmed and ready for use. Size 76x90. Special at **2.98**
- HIGHLY MERCERIZED LINEX SATIN DAMASK BED QUILTS—Soft finish. Size 68x86 inches. White Sale Special, each **4.95**
- IMPORTED MARCELLE BED QUILTS—Large floral effect. Snow white bleached. Size 74x95 inches. White Sale Special, each **6.50**
- SERVICEABLE WHITE HONEYCOMB ENGLISH QUILTS—Size 72x98 inches. Excellent value at \$5 each. White Sale Special, each **4.25**

White Flannelette 2 Yards 25c

- 1,800 YARDS of Soft, White Flannelette. A fine medium weight quality. 24 inches wide. **2 YARDS 25c**
- White Sale Special **FOR 25c**

White Flannelette 7 Yards \$1

- 2,700 YARDS of soft, White Saxony Flannelette—the useful 27-inch width. Wise mothers will be here at opening time. **7 YARDS \$1**
- White Sale **FOR \$1**

NO PHONE ORDERS, PLEASE

45c White Velvaweave Yard 35c

- 1,900 YARDS of our Special White "Velvaweave," Super quality Flannelette. The greatest Flannelette value we know of. 36 inches wide. Regular 45c yard. White Sale Special, yard **35c**

Cheese Cloth, 20 Yds. \$1

- 5,000 YARDS of Bleached Cheese Cloth. A fine even mesh. Splendid absorbent properties. 31 inches. White Sale **20 for \$1**

Hemmed Pillow Cases Pair 59c

- SERVICEABLE QUALITY Bleached Cotton Pillow Cases. 42 inch size. Well finished with neat hemmed ends. Regular 75c pair. White Sale Special, pair **59c**
- Second Floor, H.B.C.

English Longcloth 3 Yards \$1

- 3,000 YARDS of fine, full bleached, 36-inch White English Longcloth. Special during the **3 YARDS \$1**
- White Sale at **FOR \$1**

Wabasso Pillow Cotton Yard 39c

- 2,000 YARDS of Bleached Circular Pillow Cotton—the well-known Wabasso brand. 42 inches wide. Special value at yard **39c**

English Pillow Cases Pair 79c

- HIGH-GRADE Full Bleached, English Pillow Cases of superior weave. 42 and 44-inch sizes. Regular \$1. White Sale, pair **79c**

Peter's Statue Still Dominates; Happy Though Fortune Gone



YOUTHFUL VOYAGER—Little Dorothea Lamond, aged 4½ years, of Glasgow, recently crossed the Atlantic unescorted, to join her mother, who is now living in Toronto. The girl is shown sitting on Prince's pier, Greenock, before boarding the liner which is to carry her on her long and adventurous journey.



RUSSIAN ARRIVALS—Above are shown some of the latest additions to Canada's Russian colony. In the centre is Madame Yumatoff, wife of a Russian naval officer, recently arrived, and now working in Toronto. Above and below are their two charming children. The little boy and girl are accomplished linguists. They speak Russian, French and English fluently already.



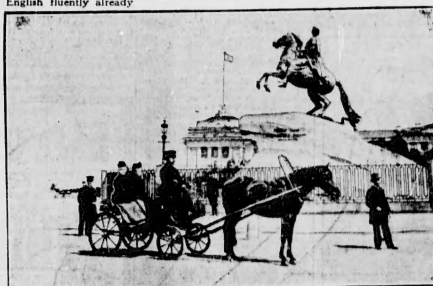
SILVER SCREEN CELEBRITIES—No. 1, Greta Grob, Sweden's premier star, who has been signed to play in the film in America. No. 2 is Agnes Griffith, 18, of Staten Island, New York. Less than 18 years ago she was a child in an orphan asylum. A few short months ago she was a waitress in a restaurant, but she sent in her picture and won a beauty contest. Now she has a movie contract. No. 3 is the latest picture of Larry Semon and his wife, Dorothy Dwan, who will co-star in "Stop, Look and Listen." No. 4 shows Gloria Swanson with Belle Bennett. Gloria rendered a dinner to Belle on the latter's return to Hollywood.



SMALL BUT MIGHTY—Miss Peggy Prunkard, of Atlanta, Ga., means to make the speed cups earn their pay with her tiny racing car which she has built for racing in Florida this winter.



NEW ADDITIONS TO MILADY'S WARDROBE—A few of the recently designed models favorably received on this side of the Atlantic are shown here. Few new types are being made public at present and Paris reports an off season dullness. The ensemble at the left is a brilliant and ornate black affair trimmed with gold and platinum fox fur. In the centre is a new patterned satin gown bordered with ostrich "fur" and lined with a vivid orange. This particular wrap is reversible. At the right is a simple little black satin frock. The embroidery is yellow affording a strong contrast.

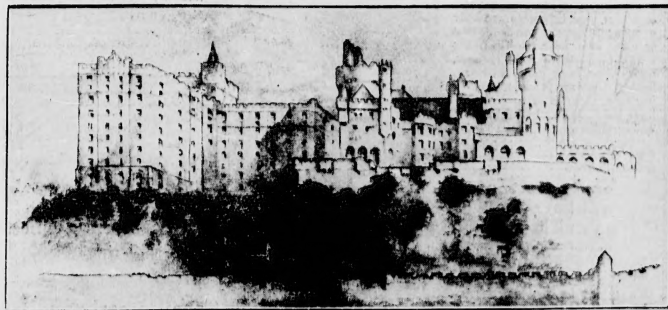


REDS STILL HONOR MONARCHS—The world-famous statue of Peter the Great at Leningrad has not lost its interest to sightseers just because the Russian monarchy is no more. The bally-hoo has not yet supplanted the picturesque droski in the former Russian capital.



A NOBLE TRIBUTE—Considered by many to be the greatest living English novelist, Thomas Hardy, now over 80, recently witnessed his first performance of "Tess of the D'Urbervilles." The entire London company journeyed from London to his home in Dorset, Eng., and gave the performance in his drawing room. He is shown surrounded by members of the company.

ONCE RICH, NOW IN POVERTY—Above is Marie Heilmann, at the outbreak of the war one of the richest girls in Belgium, now in poverty in Toronto. Once with half-a-dozen servants, she now seeks work as sewing-maid herself. Her father, once prosperous, was ruined by the war, and she was plunged from prosperity to pauperism overnight.



FROM MANSION TO HOSTEL—Casa Loma, the former palatial residence of Sir Henry Pellatt in Toronto, is soon to be made over into the most luxurious apartment house in Canada. Top-hole rents are to be charged tenants for the privilege of calling the striking piece of architecture their home.

EMBARRASSING MOMENTS



KRAZY KAT
A Ten Cent Limit



FREDDIE THE SHEIK
It's a Blonde This Time



THE GUMPS



BOOTS AND HER BUDDIES



THE NEBBS



FRECKLES AND HIS FRIENDS



SALESMAN SAM



BOUND TO WIN



MONARCH
THEATRE
Monday and Tuesday Only
COLLEEN MOORE

The PERFECT



Supported By
Syd Chaplin
Star Charley's Aunt
Phyllis Haver

Matinees, 10c, 25c; Evenings 15c,
30c; Tax 2 1-2c

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Friday Evening at 8:30
January 29th

MUSICAL CLUB

VICENTE
BALLESTER
BARITONE
ERT REPERTOIRE

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Orchestra \$2.50. 1st Balcony \$2.50 and

Mail Orders

Now
Prices \$1.00 to
\$2.50

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THE

WINNING

Unit of Two Nations

PRESENTS
ALLEN PLAYERS

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The International Comedy HIT!

o this is,

London!

to Old Deah!

ANY SEAT
50c

RESERVED

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Saturday at 2:30
8:30

50¢ and 75¢
ages \$1.00
Anywhere
2185

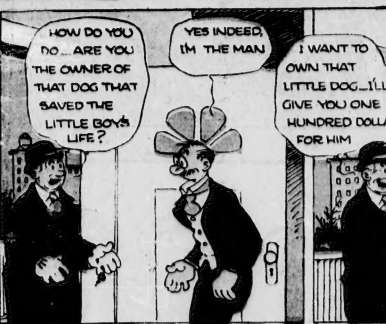
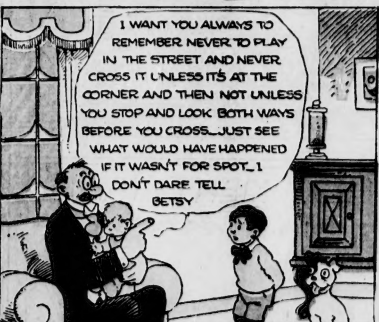


THE NEBBS

Not For Sale

By SOL HESS

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A LESMAN AM

by SWANNE
1-3-36
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WHAT!! HOW DO YOU
KNOW THERE AIN'T NO
FISH IN THIS POND?

BECAUSE THAT POND
WASNT THERE BEFORE
IT RAINED YESTERDAY

